

## Abstract

The present invention concerns a bidding method used to prioritize advertising and search result listings delivered to users of the Internet and Internet related devices and services. Listing entities such as advertisers bid on lower level target points (key words) at a list service provider. The list service provider defines a set of upper level target points available for correlation to the lower level target points that are the subject of the listing entity's bid. The target points when combined with a value of a bid comprise a handle. When correlated to upper level target points, the value of the combined handles of the lower level target points form the value for the handles of the upper level target points. In this manner, the present invention creates additional meaning and context to a given bid. A listing entity need not discover or select every term that may be useful – the list service provider performs all or some of this correlating service. The listing entity is enabled to leverage the value of bids by passively bidding on further correlated target points.

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